

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015**Fifth Semester****ADVERTISING AND SALES PROMOTION**

(Common for Model I and Model II B.Com., Optional Stream Marketing)

[2013 Admissions]

Time : Three Hours

Maximum : 80 Marks

*Answers may be written either in English or in Malayalam.***Part A***Answer all questions.**Each question carries 1 mark.*

1. What is dealer promotion ?
2. Write a note on copy testing.
3. Define advertisement media.
4. Expand DAGMAR.
5. What is subliminal advertising ?
6. What is meant by POP promotions ?
7. What is brand equity ?
8. What do you mean by sales promotion mix ?
9. Define trade mark.
10. Explain sales force management.

(10 × 1 = 10)

Part B*Answer any eight questions.**Each question carries 2 marks.*

11. State the legal aspects of advertisement.
12. What is sales promotion budget ?
13. How to develop sales promotion campaign ?
14. State the advantages of outdoor advertising.
15. What do you mean by sales forecasting ?
16. How are advertising agencies selected ?
17. What are the qualities of a good salesman ?

Turn over

18. How to evaluate the training on sale force ?
19. Distinguish between advertising and personal selling.
20. Explain the process of copy writing.
21. What is meant by gross rating points ?
22. Explain the positive effects of sales promotion on brand equity.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. What is advertising and explain its objectives ?
24. What are the essentials of an advertisement appeal ?
25. Explain the DAGMAR Model for measuring ad effectiveness.
26. What are the disadvantages of press advertisement ?
27. How will you measure the effectiveness of advertising methods ?
28. How would you determine the advertising strategy ?
29. Explain the social aspects of advertising.
30. What are the steps involved in the process of budgeting for sales promotion ?
31. Explain the importance of research in advertising.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each questions carries 15 marks.*

32. What is Advertisement copy ? Discuss the essential characteristics of advertisement copy.
33. What do you mean by advertising agency ? Explain the need and benefits of an advertising agency.
34. Define salesmanship. Describe in detail the different steps involved in selling process.
35. What is media planning ? Explain the process and factors involved in media planning.

(2 × 15 = 30)